



CITY OF LODI COUNCIL COMMUNICATION

AGENDA TITLE: Accept Short Range Transit Plan
MEETING DATE: May 6, 2009
PREPARED BY: Public Works Director

RECOMMENDED ACTION: Accept the City of Lodi Short Range Transit Plan FY 2008/09-2017/18.

BACKGROUND INFORMATION: In 2007, the City retained the consultant team, Nelson/Nygaard Consulting & Associates to prepare the Short Range Transit Plan (SRTP). At the February 24, 2009 Shirtsleeve Session, City Council received an overview of the City's existing transit system and reviewed proposed changes to help improve service. In March 2009, a public information meeting was hosted at the Lodi Transit Station, and the SRTP was posted on the Transit website for comments. The public comment period was open for more than 30 days and has now ended. The service plan was well received; however, we received comments that the service ends too early on weekdays and weekends.

The SRTP is a requirement of the Federal Transit Administration (FTA). The SRTP evaluated the existing route structure and identified changes and/or additions needed to serve the newly-incorporated portions of the City and proposed development. The SRTP identified unproductive or underproductive routes, service peaks, and unproductive runs. Routes and headways (time between buses), were evaluated and route changes recommended to improve the system and serve the expanded service area.

As discussed at the Shirtsleeve Session, despite declining GrapeLine ridership, fare revenue and the farebox recovery ratio have improved over the last six years (up 25 percent). The GrapeLine and Dial-A-Ride farebox recovery ratio (for FY 07/08) is 13.7% and 7.5%, respectively. The subsidy per passenger for GrapeLine and Dial-A-Ride (FY 07/08) is \$4.21 and \$19.36, respectively. The SRTP recommended we review the Dial-A-Ride staffing plan to make the service more efficient.

Despite the economic downturn, the San Joaquin Council of Government (SJCOG) is projecting revenues to remain steady for Lodi. GrapeLine will have enough funding to support all vehicle operations and capital projects. As recommended in the SRTP, City staff will proceed with modifying routes to reduce route redundancy and improve efficiency (recommended routes attached as Exhibit A). In addition, staff will move forward with a marketing program to increase awareness of GrapeLine and make the system more user-friendly, including improving bus signage, issuing new schedule brochures, updating the City's transit website, and promoting a summer bus pass program. At the May 20, 2009 City Council meeting, staff will present the summer bus pass program. In addition, staff will evaluate the cost effectiveness of extending service hours.

The SRTP is available at the Public Works Department and on the City website.

FISCAL IMPACT: The proposed route changes, enhancements and marketing strategies will be included in the proposed FY 2009/10 budget.

FUNDING AVAILABLE: Not applicable.

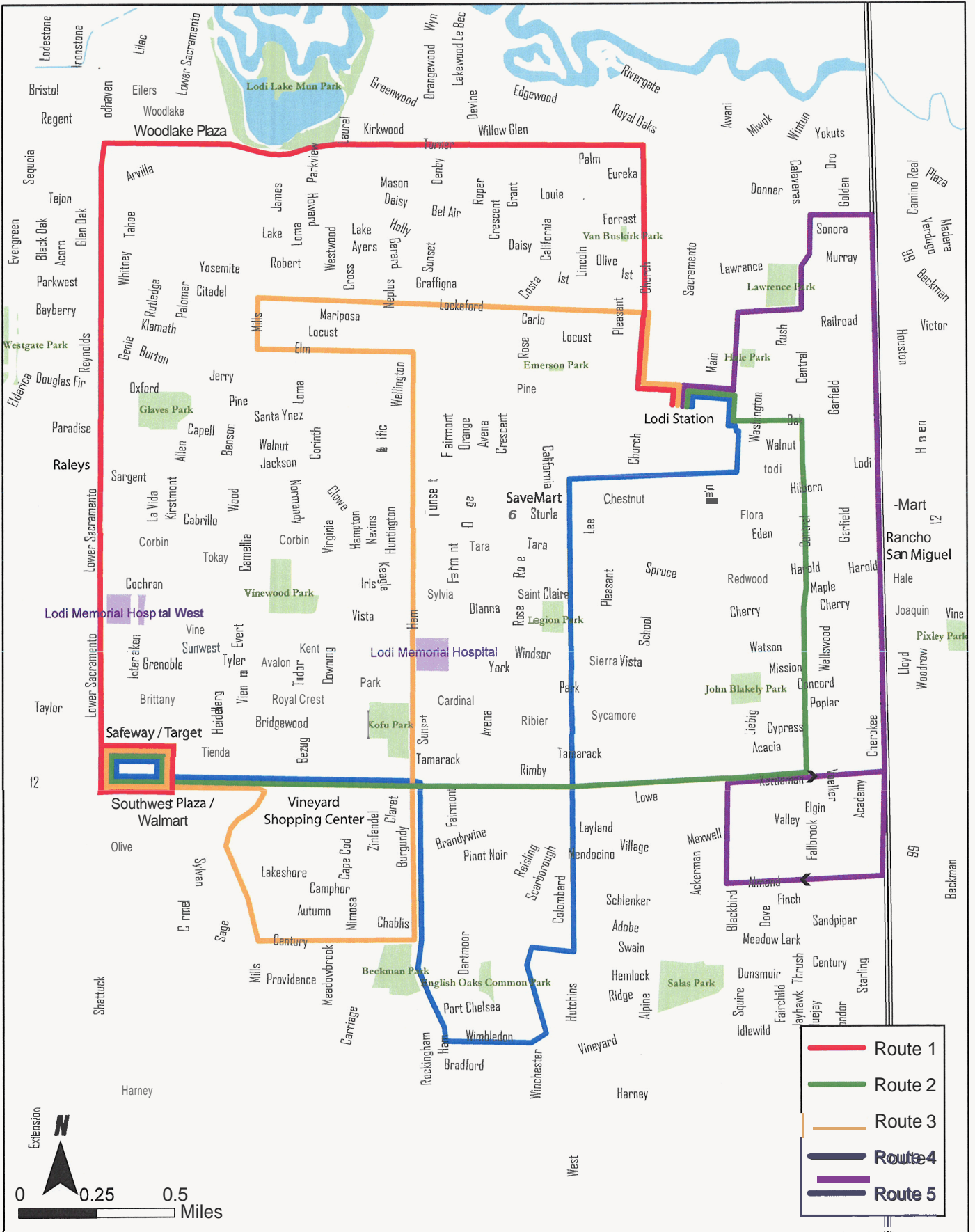

F. Wally Sandelin
Public Works Director

Prepared by Paula J. Fernandez, Transportation Manager/Senior Traffic Engineer
Attachment
cc Jeff Flynn, Nelson/Nygaard

Transportation Manager

APPROVED: 
Blair King, City Manager

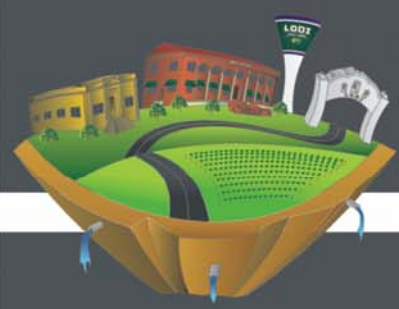
Exhibit A GrapeLine Route Recommendations



The City of Lodi
Public Works
Transportation Division



Short Range Transit Plan



SRTP - Next Step

- Issue New Schedule Brochures
- Bus Shelters/ Bus Benches/ Signs
- Update Transit Website
- Marketing Program
 - Create Summer Transit Pass Program
 - Encourage Ridership



Questions?

CITY COUNCIL

LARRY D. HANSEN, Mayor
PHIL KATZAKIAN,
Mayor Pro Tempore
SUSAN HITCHCOCK
BOB JOHNSON
JOANNE L. MOUNCE

CITY OF LODI

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May 1, 2009

Nelson/Nygaard Consulting & Associates
Attn: Jeff Flynn
785 Market Street, Ste. 1300
San Francisco, CA 94103

SUBJECT: Accept Short Range Transit Plan

Enclosed is a copy of background information on an item on the City Council agenda of Wednesday, May 6, 2009. The meeting will be held at 7 p.m. in the City Council Chamber, Carnegie Forum, 305 West Pine Street.

This item is on the consent calendar and is usually not discussed unless a Council Member requests discussion. The public is given an opportunity to address items on the consent calendar at the appropriate time.

If you wish to write to the City Council, please address your letter to City Council, City of Lodi, P. O. Box 3006, Lodi, California, 95241-1910. Be sure to allow time for the mail. Or, you may hand-deliver the letter to City Hall, 221 West Pine Street.

If you wish to address the Council at the Council Meeting, be sure to fill out a speaker's card (available at the Carnegie Forum immediately prior to the start of the meeting) and give it to the City Clerk. If you have any questions about communicating with the Council, please contact Randi Johl, City Clerk, at (209) 333-6702.

If you have any questions about the item itself, please call Paula Fernandez, Transit Manager/Senior Traffic Engineer, at (209) 333-6800, extension 2667



for: F. Wally Sandelin
Public Works Director

FWS/pmf

Enclosure

cc: City Clerk